

## Investigating Effect of Advertisement Features in Social Media on Consumer Attitude with regard to the Mediator Role of Advertising Value in Iran Food Industry

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### Abstract

Advertisement is one of the most known ways of marketing. today, advertisement is meant to be used in organizations and institutions to reach their social, communicational, and sale goals. Nevertheless, achieving good results is dependent on having right knowledge of market, customers and their needs. in the current era, everyone is aware of the importance of advertising in business. If advertisements help in keeping sales share in the market in short time, they would also assist in long term with making customers used to them and hence creating regular customers. The purpose of this study is investigating Effect of Advertisement Features in Social Media on Consumer Attitude with regard to the Mediator Role of Advertising Value in Iran Food Industry. This research, from target point of view, is known a practical research. by considering data gathering, this article is measured a descriptive non-analytic research. statistical society of this research includes 5200 science and technology students of Islamic Azad University, with respect of Morgan Table and 357 sample number. in this article, random sampling measurement was used. The article presents positive and meaningful impact of an informativeness and irritation advertisement on the advertising value, as well as entertainment advertisement effect and advertising value on the attitude towards. mediator role of advertising value in irritation advertisement effect on the attitude towards was approved. Consequently, the impact of entertainment advertisement on advertising value and mediator role of advertising value on informativeness advertisement effect on attitude towards was not approved.

**Keywords:** Consumer Attitude, Advertising Value, Advertisement Features.

### 1. Introduction

Today advertisement is known as one of the most important and most effective marketing tools and comprises an integral part of marketing. In other words, if we consider marketing as an iceberg, advertisement is the tip of the iceberg that is visible over water. Advertisement has an effective functionality and can influence the intellectual framework, behavioral pattern, value system and the way people interact with others and the environment. In other words, advertisement influences the attitude and buying habits of the consumers and with raising the awareness of the brand and improving its image, aids an organization to increase their share in the market (Motameni and Co, 2012). Researchers such as Acar and Tapco (2011), emphasize on arousing the portion of the consumers who purposefully and willingly contribute in expanding and improving the perceptual

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image of the product, as either experts or with influence in the thought of the general public, to other consumers. These consumers who purposefully convince other consumers or influence them to have a positive view of a certain product are known as market's experts. This influence and the unique role become easier through social network platforms. In social media both official and unverified groups and channels can advertise the products. The members of the social media or the members added to its followers through its permanent and current members can distribute this comprehensive information about a certain product. A market expert can be directly linked to either marketers or those outside the actual market itself. Their message can be transmitted either personally or through mass media. Social media such as Facebook, Instagram, Telegram etc. provide a chain of social interactions through time. Most companies have realized that the social media provides a platform to establish communication and change the business model that leads to new opportunities. In particular, social media, regardless of how people usually shop has appeared as an inseparable part of their lives and often act as a catalyst in regards to smoothing the relationship among the consumers (Bianchi & Andrews, 2015). Advertisement is one of the most known ways in the field of marketing. Today, advertisement is a tool used by organizations and institutions to reach their communicational, social and sales goals. Nevertheless, achieving good results is dependent on having the right knowledge of the market and consumers and their needs. In the current era, everyone is aware of the importance of advertisement in the field of business. If advertisement in short term help to keep sales share in the short term, in long term it would also contribute to create habits in the consumer's needs (Brasing, 2007).

## 2. Literature Review

### 2.1. Advertisement

Since the old ages, there has always been a form of communication in regards to the existence and access of products and materials. Some of the drawings on the perimeter of the caves from the old ages have been attributed to the makers of primitive objects from the time. Therefore, advertisement is not a new dimension belonging to the modern era, but rather its root can be traced in the social lives of people. Despite this, what we know as the new and modern advertisement dates back to the late nineteenth century and early twentieth century in the United States. Advertisement in the old ages in comparison to today's advertisement had been very plain and simple. Despite this, the ultimate goal of advertising remains the same the one today. Meaning that its purpose, of establishing communication to offer information and ideas to a group of people to change and enhance their behavior and attitude (Mohammadian, 2017). The purpose of advertisement is informing the audience and convincing them to a certain habit such as buying a product or using the advertising services; this can be transmitted in a collective form of words, images, music etc. to the recipient of the message to meet its objective. Babakhan (2015), observes the goal of commercial advertisement as a) informative b) convincing consumers and c) reminding.

### 2.2. Perception

Perception is a channel or opinion through which we observe and understand the outside world. "Perception is more complicated than feelings and its meaning is broader. The process of perception comprises the effect and the complicated influence of choice, organizing, interpretation and commentary; the perception process either adds or deducts from real feelings world".

### 2.3. Attitude

Attitude is a combination of beliefs and excitements that prepares a person in advance so that he/she can see others, objects and other groups in either a positive or negative way. Attitudes would summarize the evaluation of objects in the eyes of an individual and as the result contribute to the prediction of the outcome and influence the actions and future behavior of that person. Gordon Allport has defined attitude as follows: "Attitude is a form of preparedness of mental and nerves of a person and is organized through experience and influences directly and actively the individual's reaction to every topic and any other circumstances surrounding that attitude." (Olkinuora, 2014).

### **3. Background**

Achmad (2020), conducted a research with the aim of evaluating the effect of advertisement and customers' trust on consumers' attitude in purchasing decision making and loyalty of customers. The results of this research are as follows: 1) Advertisements' messages have a positive and meaningful impact on consumers' decision making 2) Advertisement messages have a positive and meaningful impact on customers' loyalty 3) Consumers' trust has a positive and meaningful impact on their purchasing habits 4) Customer's trust has a positive and meaningful impact on customers' loyalty 5) Consumers' attitude has a negative and negligible effect on purchasing decision making services 6) Consumers' attitude has a positive and meaningful impact on customers' loyalty.

Sharif and Co (2019), conducted a research with the title of "Marketing through social networks: comparative impact of advertising sources". The purpose of this study was to recognize the decrease in value of the sources in regards to behavioral pattern to create the importance of advertisement and establish a positive attitude towards advertisements that have been conduction through Facebook social platform. To reach this objective, in this study three different sources were used to create and introduce commercial advertisement of the products: A source of a Forum group, an ideal reference source groups and marketers themselves. The current research shows the meaningful difference in expanding the importance of advertisement and forming the acceptable attitude contradictory to the advertisement itself, and this is the case when the messages linked to the products distributed through the three different channels where they endure different rates of decrease in value of their sources. Also, Duffett (2017), in a research with the title of "Influence of marketing advertisement in social media on the attitude of young consumers", reached a conclusion that marketing advertisement through social media has a positive attitude among the youth, but with a decreasing rate which is correlated with the purpose of the purchase itself. Park in 2017, also conducted a research titled "Impact of the credit of a trademark on attitude and loyalty of the brand: the committed role of using the trademark". This research evaluates the link between the credit of a trademark and the attitude towards that trademark that would bring loyalty s that it would be made obvious how the different trusted characteristics of brands can be used to connect the consumers to the brand and lead to enhance their identity. The credit of a trademark comprises of originality, reliability, committed quality, legacy and customer promise. Findings show that the link between the originality of a trademark and customers' attitude towards the trademark would act as a mediator to create loyalty and to some extent the link between the reliability or the committed quality of a trademark would contribute to customers' loyalty and trust to the brand. Adaptability of the brand did not possess a meaningful link to its trademark but it did correlate with the raised awareness of the brand. Conclusion: this study showed that the efforts to increase the credit of a trademark could lead to linking consumers to the brand directly. The attachment of the trademark brings in the desired results through perceptual norms established in the society. Sarijolo and Co (2016), in a research titled "examination of the behavior of environmentalist consumers: analysis and discussion of underlying, attitude and behavior factors" investigated the underlying factors that as mental perceptions have been formed by the consumers. Their research presents a comprehensive image of the process that led to habits

Kabourani and Mohammadi (2019), conducted a study regarding students' attitude towards fashion advertisements in social media, specifically fashion weblogs. The results showed that knowledge, understanding and trust, obtaining more information, the attractiveness of the advertisements, ease, making the right purchase etc. are some of the points that would attract the reader to read these blogs. Also, Sehhat and Co. (2016), conducted a research with the title of "investigating the main role of advertisement in the insurance industry". The results showed that there have not been a lot of activities in the field of insurance advertisement and those advertisements that have been put forward are lacking details and also more attentions has to be given to the three main aspects of advertisement, informative, encouraging and reminding. Tabatabaei Nasab and Parish in 2015, in an article, titled "Investigating the attitude towards young consumers advertisements", reached the conclusion that the materialistic variables and deviation from the values correlate negatively with consumers' attitude towards advertisement and this means that negative thoughts in regards to materialism and deviation from principal values lead to a negative attitude towards advertisement in the eyes of consumers. Chaiforouh and Co. in 2014, also conduction a research titled "Investigating the influence of commercial advertising on loyalty of the costumers of Parsian Insurance". The purpose of the research was to attract the attention of Parsian

Insurance Company to the importance of the impact of commercial advertisement on the loyalty of the customers. The target audience are the life insurance costumers of Parsian Insurance Company in Tehran and they used questionnaires to collect data and 385 samples using random sampling to test the thesis indicators of the research was used. The results showed that commercial advertisement have a direct and positive influence on customers' loyalty.

**4. Research conceptual framework**

In this model entertaining, informative and stimulating advertisement are the independent variables. Advertisement value is the mediator and consumers' attitude are the dependent variable.

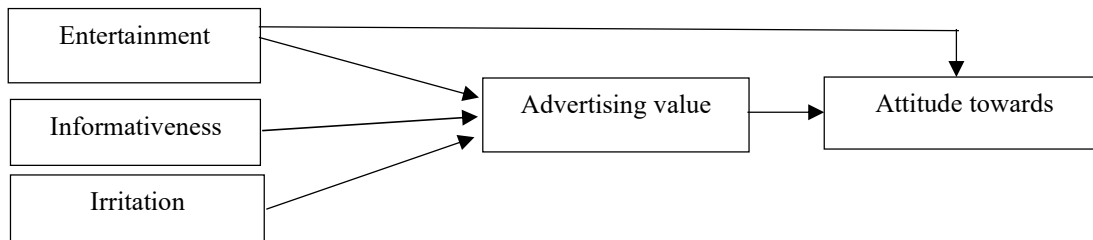


Figure 1. Conceptual model of research, obtained from the research of Sharif and Co. (2019)

**5. Methodology**

The current research based on its objective, is considered a practical research. Considering the method of data collection, this research is descriptive (non-experimental). Therefore, based on the method of data collection, this research is descriptive.

**5.1. Population and sample**

The population used for sampling of this research is the students of Science and Technology of Islamic Azad University who use social media platforms such as Instagram and Telegram. The number of these students is 5200 and in regards to the Morgan table the sample size is considered as 357 for this research, all of whom use the mentioned social networking platforms. In this research random sampling have been used.

**5.3. Tools**

The method to collect data in this study is field research. One of the common ways to collect data is questionnaire. In the current research questionnaires have been used. The designed questionnaires have two parts, the first part includes personal information and knowledge of society of the individual and the second part includes more expertise questions. It is worth noting that the questionnaire used in the research is standard and consists of 23 questions and the Likert Scale has been used. 5 choices to answer a question, ranging from strongly disagree to strongly agree. The full list of information presented in the questionnaire in this research have been presented in the table 1.

Table 1. Information and format of the research's questionnaire

No.	Investigated criteria	Number of items	References
1	Advertisement Features		
	Entertainment	3	Seo & Park (2018)
	Informativeness	3	Seo & Park (2018)
	Irritation	3	Grossbart, et al. (1976)
2	Advertising value	10	wen-lingl, liu, (2002)
3	Attitude towards	4	Chen & Lin, (2015)

## 6. Analysis and findings

Analysis and discussion of the data were conducted in two sections of descriptive and inferential statistics. In the section of descriptive statistics of the research, the demographic characteristics of the respondents are investigated and statistical analysis such as frequency indexes and frequency percentage are calculated. Even though inferential statistics are used to investigate the theories and to determine the existence or absence of relationship between variables, in this research it was used to analyze and discuss the obtained data from structural equation model using software's of SPSS23 and Smart PLS3.

### 6.1. Normality test

Kolmogorov-Smirnov test alongside K2, are part of the Goodness of Fit tests. But considering the limitations of K2 test, Kolmogorov-Smirnov test is usually used to test the normality of distribution of data. Therefore, in this part, to decide about using parametric or nonparametric tests, the normal distribution of data using Kolmogorov-Smirnov test is used utilizing the criteria below. This test is used to investigate the proposed claim about data distribution of a quantitative variable. As it can be seen in Table 2, the level of significance for the data relating to all variables is smaller than the value of  $\alpha$ , which is 0.05. Therefore, at the 95% level of significance there is a stronger evidence to deny the hypothesis of H0 based on the normal distribution of data and hypothesis of H1 based on non-normal distribution is acceptable. Therefore, the data of all variables have non-normal distribution and the results indicating this have been presented in the table below.

Table 2. Kolmogorov-Smirnov Test for normality

		Attitude towards	Entertainment	Informativeness	Irritation	Advertising value
Sample size		357	357	357	357	357
Normal Parameters,a,b	Average	4.165	4.399	4.205	4.176	3.820
	Std. Deviation	.8025	.6820	.8127	.7970	.8568
Most Extreme Differences	Absolute	.270	.209	.249	.239	.177
	Positive	.149	.189	.164	.150	.084
	Negative	-.270	-.209	-.249	-.239	-.177
Test Statistic		.270	.209	.249	.239	.177
Level of significance		.000	.000	.000	.000	.000

Based on the information in Table 2, (results of the Kolmogorov-Smirnov test) the level of significance of all variables of the research is below 0.05. In other words, the results in table show that because of the decrease in level of significance of all variables below 0.05, it can be said that at the confidence level of 95%, the null hypothesis that the distribution of data is normal is rejected. Therefore because of the non-normal distribution of data, Smart PLS software is used to analyze the data. Based on the structural equation of fit model, this model consists of three parts including: a) Examining the model based on measurement criteria, 2) Examining the fit model: Structure, and 3) Examining the fit model: Generality of the model.

### 6.2. Model analysis based on measurement criteria

Index reliability itself comprises of three parts: 1) Cronbach's Alpha 2) combined reliability 3) Standard coefficient.

#### ❖ Cronbach's alpha

Another factor in evaluating the internal adaptability of the model is the alpha value, which has been mentioned, in the previous chapter. The value of this coefficient varies from 0 to 1. Higher values than 0.70 are accepted and values lower than 0.60 are regarded inadequate (Cronbach, 1951). In the model of this research the values of alpha are presented in table 3. The values show that the tools used have the necessary reliability. This is because all the values are above 0.7.

**Table 3. Cronbach's Alpha for research variables**

No.	Variables	Cronbachs Alpha
1	Advertising value	0.910
2	Attitude towards	0.859
3	Informativeness	0.787
4	Entertainment	0.884
5	Irritation	0.807

**❖ Composite Reliability**

Cronbach's Alpha value is a traditional reference to determine the reliability of constructs. PLS method is a more modern reference compared to Alpha, which is referred to as combined reliability. Therefore, to examine the reliability more efficiently in the PLS method, both of these values are used. If the value of each reference in each construct is above 0.7, it would indicate appropriate internal reliability for measurement models and values less than 0.7 would indicate the absence of reliability. In table 4, the extracted values from the model have been presented. As it can be seen all of the variable figures are above 0.7. Therefore, this tool possesses the sufficient reliability.

**Table 4. Composite Reliability for research variables**

No.	Variables	CR
1	Advertising value	0.925
2	Attitude towards	0.904
3	Informativeness	0.876
4	Entertainment	0.928
5	Irritation	0.885

**❖ Convergent Validity**

AVE value is indicative of the mean variance shared between each construct in regards to their index. In simpler words it shows the amount of correlation of a construct with its own index and the higher the value of the correlation, the higher the fit. In regards to AVE, the critical value is 0.5. This means that the value of AVE above 0.5 is indicative of an acceptable convergent validity. As it can be seen in table 5, in all variables of the research's values, convergent validity is present.

**Table 5. convergent validity for research variables**

No.	Variables	CR
1	Advertising value	0.555
2	Attitude towards	0.702
3	Informativeness	0.702
4	Entertainment	0.812
5	Irritation	0.720

**❖ Discriminant Validity**

For the fit measurement models three criteria are used: index reliability, convergent validity and divergent validity. Divergent Validity is the third criteria used to investigate the fitness of the measurement models and is generally divided into two parts:

**❖ Mutual Standard coefficients method**

Standard coefficients are indicative of the correlation figure of a construct's index with the construct itself. Some authors such as Rivard and Haaf (1988), have mentioned the figure 0.5 as the reference for standard

coefficients. As mentioned earlier, in this research value of 0.5 is the point of reference. As it can be seen in table 6, standard coefficients figure of each construct is higher than the figure for the construct itself.

**Table 6. Mutual standard coefficients figures**

	Advertising value	Attitude towards	Informativeness	Entertainment	Irritation
AT10	0.763772	0.515778	0.513358	0.415442	0.642885
AT11	0.758946	0.477375	0.488908	0.378899	0.573474
AT12	0.767322	0.434708	0.445956	0.354073	0.482062
AT13	0.700750	0.322682	0.410379	0.271553	0.371690
AT14	0.811528	0.426523	0.449948	0.359629	0.536678
AT15	0.766373	0.377923	0.403947	0.282564	0.481556
AT16	0.769617	0.498213	0.447827	0.401187	0.465455
AT17	0.760786	0.439796	0.450607	0.329025	0.472494
AT18	0.730803	0.462028	0.450368	0.428530	0.525469
AT19	0.601017	0.738820	0.582026	0.686777	0.560261
NM20	0.629865	0.855287	0.607698	0.623436	0.571704
NM21	0.539265	0.799623	0.495633	0.478082	0.519282
NM22	0.491678	0.840103	0.552318	0.644792	0.566303
NM23	0.532555	0.857098	0.531703	0.634457	0.545860
TED4	0.510606	0.509017	0.826257	0.492608	0.522610
TED5	0.559397	0.524308	0.877104	0.564322	0.541530
TED6	0.532700	0.613264	0.810318	0.752483	0.747325
TSK1	0.429170	0.617467	0.614431	0.890907	0.623646
TSK2	0.540196	0.674007	0.659074	0.899594	0.662144
TSK3	0.507678	0.636680	0.671188	0.913678	0.668293
TTK7	0.526972	0.591993	0.636017	0.697669	0.838290
TTK8	0.571181	0.623733	0.656120	0.697243	0.874537
TTK9	0.672187	0.475041	0.552474	0.476854	0.833746

❖ **Fornell and Larker**

In comparison of the amount of correlation of a construct with its indexes to correlation of that construct with other constructs, Fornell and Larker Method is used. In table 7, the values of each index have been presented against other indexes. The root figure of AVE concealed variables in the present study, which are placed at the diameter of the matrices, are higher than their correlation value in the lower and left blocks of the diameter. Therefore, it can be said that in the present study, the constructs in the model have better harmony with their own indexes compared to other constructs. In other words, the divergent validity of the model is at an adequate level.

**Table 7. values of correlation, Fornell and Larker Method**

Basic variables	Advertising value	Attitude towards	Informativeness	Entertainment	Irritation
Advertising value	0.745082				
Attitude towards	0.655222	0.838347			
Informativeness	0.637862	0.654583	0.838377		
Entertainment	0.548965	0.714275	0.720174	0.901441	
Irritation	0.703055	0.657614	0.720041	0.723469	0.849054

❖ **Structural fitness**

The most fundamental criteria to evaluate the relationship between constructs in the model are the significance coefficients t. If this figure is more than 1.96, it would confirm the relationship between the

constructs and as the result confirming the theories of the research at the confidence level of 95 percent. In Figure 2, the values relating to each construct have been highlighted. As it can be seen, the value of t in all relationships and variables is above 1.96, which is indicative of confirming the related theories. Only the entertaining advertisement variable over the advertisement value is showing a number below 1.96 which is indicative of rejected hypothesis in this instance.

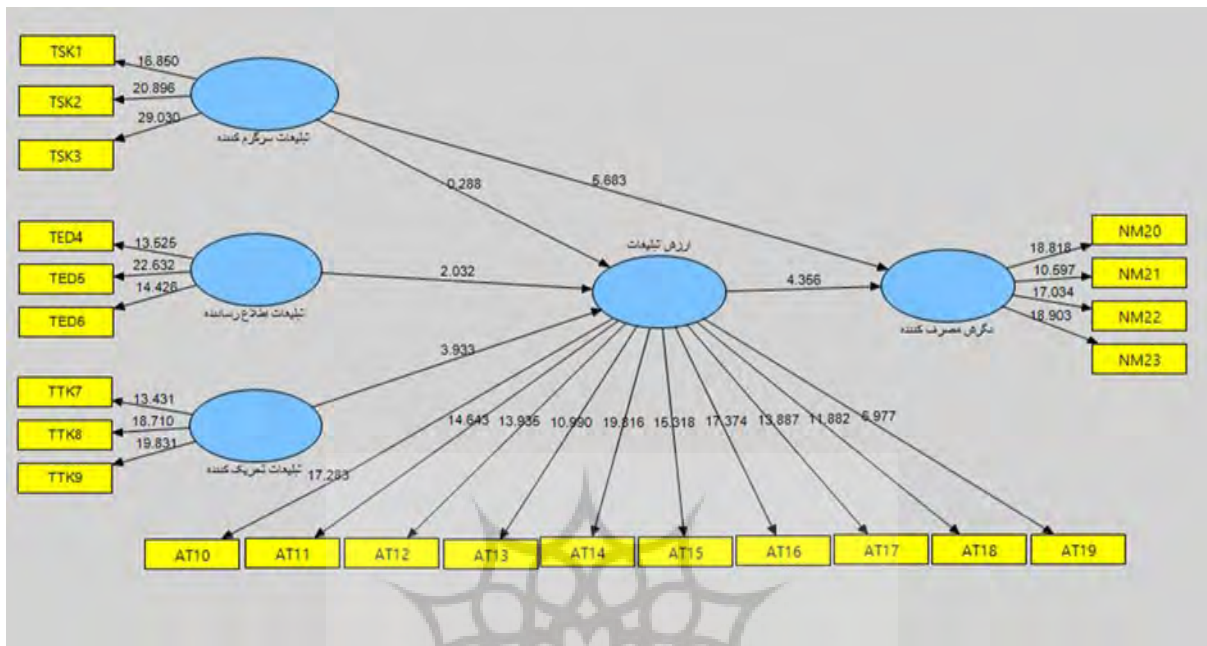


Figure 2. values of T in the research model

To calculate this criterion, coefficients of communalities and  $R^2$  should be added together and divided on the total. After obtaining the average of the two cases, by using the relationship below the Goodness of fit of the model, abbreviated as GOF, is evaluated. This is criteria is evaluated using three numbers; 0.01, 0.25 and 0.36 which respectively show weak, average and strong figures for the GOF index. In this research the obtained figure is 0.631 and is presented in table 8, which is indicative of a very strong fit. The method for calculating the criteria is as follows:

$$GOF = \sqrt{\text{Communalities} \times R^2}$$

Table 8. values of GOF criteria

Variables	Communality
Advertising value	0.555
Attitude towards	0.702
Informativeness	0.702
Entertainment	0.812
Irritation	0.720
AVR	0.698
$R^2$	0.570
GOF	0.63116

To test the effect of a mediator variable, a useful test called Sobel Test is used. This test is used to evaluate the significance of a mediator variable in the relationship between the other two variables. One of the limitations of this test is that there is a need for a lot of data to obtain an accurate and reliable result. When the sample size is small, Bootstrapping method should be used and using Sobel Test is useless. After calculating the sobel test using the Smart PLS software, if the Z coefficient value is above 1.96 then the hypothesis would be confirmed.



**Table 9. the results of Sobel Test**

Basic relations in research	Standard error	Coefficient Z of Sobel Test
Advertising value ->Informativeness	0.136012	0.288
Advertising value -> Attitude towards	0.087770	0.377
	Coefficient Z of Sobel Test	1.899
Irritation -> Advertising value	0.132601	0.521
Advertising value -> Attitude towards	0.087770	0.377
	Coefficient Z of Sobel Test	2.899

10. Considering the presented work in this chapter, the results of each of the hypotheses are summarized in Table

**Table 10. summary of hypotheses testing results**

Hypotheses	Factor Load	t coefficient	Result
Entertainment advertisement have a positive impact on advertisement value	-0.036	0.288	Reject
Informativeness advertisement have a positive impact on advertising value	0.288	2.032	Accept
Irritation advertisement a positive impact on advertising value	0.521	3.933	Accept
Entertainment advertisement have a positive impact on attitude towards	0.508	5.683	Accept
Advertising value have a positive impact on attitude towards	0.377	4.356	Accept
<b>Mediator hypothesis</b>	Sobel Test		result
Informativeness advertisement using advertisement value have a positive impact on consumers' attitude	1.899		Reject
Irritation advertisement using advertisement value has a positive impact on consumers' attitude.	2.899		Accept

## 7. Conclusion and suggestion

### 7.1. Conclusion

In the first hypothesis, entertaining advertisement has a positive impact on advertisement value. Considering the construct model of the research, in the form of significance coefficients it can be observed that the value of T coefficient between the two variables of entertainment and advertisement value is lower than the critical value of 1.96. Therefore, the above hypothesis is rejected. This result is in harmony with the findings of Sharif and Co. (2019). In the second hypothesis, informative advertisement has a positive impact on advertisement value. Considering the construct model of the research, observing the significance coefficients show that the value of T coefficient between the two variables of informative advertisement and advertisement value are above the critical value of 1.96. Therefore, at the confidence level of 95 percent the hypothesis above is accepted. This finding is also in harmony with the findings of Sharif and Co. (2019). Also, in the third hypothesis Irritation advertisement has a positive impact on advertisement value. Considering the construct model of the research in the form of significance coefficients it can be observed that the value of coefficient T between the two variables of Irritation advertisement and advertisement value is above the critical point of 1.96. Therefore, at the confidence level of 95 percent the above hypothesis is also accepted. This result is also in harmony with the findings of Sharif and Co. (2019). In the fourth hypothesis, entertaining advertisement has a positive impact on consumers' attitude. Considering the construct model of the research in the form of significance coefficients it can be observed that the value of T coefficient between the two variables of entertaining advertisement and consumers' attitude is above the critical point of 1.96. Therefore, at the confidence level of 95 percent the above hypothesis is accepted. This result is in harmony with the findings of Sharif and Co. (2019). In the fifth

hypothesis, advertisement value has a positive impact on the consumers' attitude. Considering the construct model of the research in the form of significance coefficients it can be observed that the value of T coefficient between the two variables of advertisement value and consumers' attitude is above the critical point of 1.96. Therefore, at the confidence level of 95 percent the above hypothesis is accepted. This result is in harmony with the findings of Sharif and Co. (2019), Duffett (2017), Fatima and Abbas (2016) and Ismailpour and Co. (2016). Also, in the sixth hypothesis, informative advertisement through advertisement value has a positive impact on consumers' attitude. Considering the construct model of the research in the form of significance coefficients it can be observed that the Z value of Sobel, the indirect route between the two variables of informative advertisement and advertisement value and also advertisement value with consumers' attitude equals 1.899 which is lower than 1.96. Therefore, at the confidence level of 95 percent this hypothesis is rejected. This finding is not in harmony with the findings of Sharif and Co. (2019). And finally, in the seventh hypothesis, Irritation advertisements through advertisement value have a positive impact on consumers' attitude. Considering the construct model of the study in the form of significance coefficients it can be observed that the Z value of Sobel, the indirect route between the two variables of Irritation advertisement and advertisement value and also advertisement value with consumers' attitude equals 2.899, which is higher than 1.96. Therefore, this hypothesis is also accepted and this finding is also in harmony with the results of Disastra (2018).

## 7.2. Suggestions

- Considering the first hypothesis which has been rejected, companies are better not to concentrate solely on the entertaining aspects of advertisement, because use of entertainment in advertisement as one of the criteria to make them enjoyable, cannot guarantee to attract the attention of customers in order to provide desire or influence them to use the products.
- Considering the acceptance of the second hypothesis, it would be suggested that companies provide information about the services offered for the convenience of their customers to make sure they are informed about them. For example, partial knowledge of the quality of the brand, products characteristics, discount information and the terms applied to them or offering visualization of the benefits of the product can be considered in the process of their advertisements. Because these factors would lead to customers' satisfaction and attract their attention and also make them motivated to use the product again.
- Also considering the third hypothesis, it would be suggested that in the competitiveness of the market, they could refrain from increasing the price, which is another important factor in gaining customers to buy their products. Also keeping high standards when it comes to design of their products and the ease of access would stimulate customers to buying their products and choosing a specific brand.
- Considering the fourth hypothesis it can be suggested that the desire of the customers should always be taken into account. Customers perceive an advertisement as entertaining when that advert in their view is attractive, known and funny; because this factor can influence the attitude of people in regards to that brand and bring about happiness and joy for those who are using that certain product.
- Considering the fifth hypothesis it can be suggested that the value of advertisement is of high importance because receiving, transmitting and responding to advertisement value could lead to a positive image as the advertisement value is a reliable source for the information surrounding a certain product and also different factors such as attractiveness and being enjoyable when it comes to informing the customers can have a significant impact on the consumers' attitude to choose a certain product.
- Considering the sixth hypothesis it can be suggested that in this section focus should be given on the sensitivity and awareness in regards to requests and questions and complaints of the customers. In fact, by doing so we can also raise the awareness of the public about a certain product through advertisement value and otherwise there would not be a significant impact on the consumers' attitude.
- Considering the seventh hypothesis it can be suggested that the presence of a one way or even two-way relationship between a company and consumers, would stimulate the attitude and perception of the consumer therefore this can be used to increase the trust of the customers to the company and hence stimulating them to choose the product of that company.

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